
THE DIGITALIZATION TRANSFORMATION OF COMMERCIAL BANKS AND ITS IMPACT ON NATIONAL ECONOMY

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Abstract

Keywords:

*transformation,
modern technologies
investment funds,
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privatization*

Rapidly by 2021, and the global pandemic has accelerated digital banking and forced banks to grow exponentially to create more efficient and effective ways to meet these needs of consumers. The future of retail banking Technologies aimed at improving the operational efficiency of retail banks have a positive impact on the market.

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INTRODUCTION

It is known that the digitization of the economy, transformation, intelligence and corporate foresight technology are becoming increasingly important today. After all, these financial technologies are a factor of the future, which has become a priority strategic goal of the country in the digital age. The introduction of modern technologies aimed at the rapid development of the economy requires taking into account the capabilities of the new generation industry system Industry 4.0 (Industry 4.0) mechanism, in particular, Logistics 4.0 (Logistics 4.0) technology. Significantly, complex programs aimed at the introduction of these comprehensive technologies are part of the concept of foresight1 in terms of scale. The introduction of digital technologies in the economy has become a priority of economic policy of developing countries, including developed ones. In particular, in accordance with the Decree of the President of the Republic of Uzbekistan dated October 5, 2020 PF-6079 "On approval of the Strategy" Digital Uzbekistan - 2030 "and measures for its effective implementation", the development of digital infrastructure, e-government and national market priority areas such as

This shows the urgency of predicting changes in the transport sector in the context of digital transformation, the use of corporate foresight technology in this process, an in-depth study of the need for transport services in the near and long term in the selection of investment projects in the network.

LITERATURE REVIEW

He studied the general concept of artificial intelligence (artificial intelligence) in commercial banks in modern business conditions, its evolution and its social impact on real life and methodological aspects of its evaluation. Some economists have also commented on how organizations should take a responsible approach to artificial intelligence and how an appropriate regulatory framework for artificial intelligence could be established. S.Shakmann also conducted research on the stages of development of transport infrastructure in the period up to 2030 and the factors affecting it using the Delphi method of transport infrastructure. Especially in today's era of globalization, the intensification of urbanization, the shortage of funding systems, and the demands and needs of the rapidly growing world population have led to some of the challenges facing the global transport network. R. Kabezas discussed the unique role of combining Data Science and artificial intelligence with corporate foresight. That is, combining the art of foresight or vision with a number of existing algorithms, the combination of qualitative and quantitative methods offers a more flexible way of strategic design in the long run. The goal is to help develop a competitive intelligence architecture to build knowledge about the future, improve continuous learning, and promote adaptability. Research Methodology In the course of research, the problems of artificial intelligence and machine learning environment, as well as possible ways of effective implementation of big data have been studied. Methods such as statistical and economic, tabular-graphical, abstract thinking and system approach were widely used in the research process.

DISCUSSION AND ANALYSIS

In order to transform the bank into a modern commercial bank operating in accordance with international standards, ie to implement the institutional transformation project, cooperation with international financial institutions has been established for 20 to 20 years, and appropriate measures are being taken to transform the bank. In particular:

I. Cooperation with international financial institutions

In order to transform Turonbank, a partnership was established with the International Finance Corporation (IFC), a member of the World Bank Group, which conducted a full diagnostic of the bank's activities. During the diagnostics, a number of problems and opportunities related to corporate governance, risk management in the bank, HR management, small and medium business services, modernization of information technology infrastructure and, most importantly, business processes were identified. An Action Plan was developed and approved by the Council.

II. Experts involved in transformation processes

International experts specializing in the transformation process of Turonbank were also involved.

In order to develop "Retail and Corporate Business" in the Bank, a highly qualified expert in the banking sector from the Russian Federation was hired as an advisor to the Chairman of the Board.

The membership of the Bank's Board was reduced from 11 to 9, and 4 independent members of the Board were involved. In particular, in accordance with the principles of modern corporate governance, an international expert of the Asian Development Bank in the field of "Banking and Finance" was included in the Board as an independent member.

Grzegorz Zawada, an international expert of PKO Bank Polski of the Republic of Poland, was also involved as an independent member of the Supervisory Board of the Bank. The share of members of the Independent Board is 44%.

III. Improving the quality of banking services

In parallel with the transformation process, 75 banking service offices and 92 self-service centers (24/7) were established in Turonbank to increase the coverage of services.

In order to increase the financial interest of employees and create the necessary financial conditions for them, in the first stage, incentives for employees in the field of retail were introduced on the basis of the KPI system.

New types of digital and remote banking services are being created for the convenience of the population and entrepreneurs. In particular:

- In cooperation with Business & Finance Consulting GmbH, the system of underwriting for retail loans to individuals was introduced and loans worth 522.1 billion soums were issued to about 38.4 thousand individuals;

- Modern electronic queuing in bank branches and offices, yangicall center, identification of individuals via biometric finger and Face ID, making payments via QR technology, payments via Humo and Mastercard in the system "Tap to phone" (One touch) via smartphone reception and 3D secure service was introduced and DIG ID (customer identification system through passport and Face ID technology) software was launched;

- Online conversion through the updated MyTuron application, opening an online deposit and obtaining a loan, card-to-card money transfer for Mastercard holders and activation of SMS notification on Humo plastic cards;

- Firewall devices and servers that provide information security, allowing the management of information systems and the identification of remote users, have been installed and are technologically ready for operation.

- The possibility of purchasing 50 and 100 foreign currencies 24/7 from Humo plastic cards through ATMs with currency exchange features. In addition, there is an opportunity to buy foreign currency in cash in the national currency.

IV. Work to be done

1. By the end of 2021, the number of banking services will increase to 100 and the number of self-service outlets 24/7 will reach 118;

2. Based on the recommendations of the International Finance Corporation, the joint implementation of modern automated banking system (ABS) software developed by Colvir Software Solutions based on modern advanced technologies will be accelerated in collaboration with Colvir Central Asia LLC and GPI group consultants;

3. Enhancing the material interests of employees and creating the necessary financial conditions for them, the introduction of modern methods of management and evaluation of the bank on the basis of the most important performance indicators (KPI) in all areas and attracting and servicing customers and delivery of banking products customer relationship management (SRM) and automated reporting (Data Base) systems will be implemented;

4. Practical work is underway to introduce several types of credit products to individuals. In particular, Credit cards and Credit Loan cards will be introduced in cooperation with Uzcard and Humo payment systems;

5. Work is underway to provide loans to legal entities through the "Underwriting" system, which will be fully operational by 2021.

6. In order to improve the skills of staff and the formation of the necessary specialists, "Turonbank Training Center" was established in the system of JSCB "Turonbank", which included 4 staff. Now Turonbank Training Center is tasked with improving the skills of the Bank's staff and creating a reserve of qualified personnel using qualified personnel.

CONCLUSIONS

In our view, the transformation of commercial banks will face drastic changes in the future. Therefore, in order to increase the competitiveness of the banking sector in the digital economy, we consider it appropriate to: - increase the scope of work on the formation of digital skills of employees and customers in the system; - radical renewal of infrastructure; - creation of digitalized services in the system; - introduction of digital communication system; extensive use of digital technologies in improving capital movement and security and optimizing the flow of

movements. In general, the implementation of measures in the above areas will have a positive impact not only on the development of the banking sector, but also on the socio-economic indicators of the country.

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